

F^{orensic}® MAGAZINE

media guide

Forensic Photography & Video
Ballistics
Mobile Crime Labs
Forensic
Medical Examiner
Incident Response
automation geophysics forensic biology
Law Enforcement
Medical Examiner
pathology
Biometrics
Legal Process
DNA
Health and Safety
Expert Witness
Unit 1
Sensors
Firearms
Evidence
Sample Prep
Training
Crime Scene
Imaging
Crime Scene Mapping
Investigation
Chain Of Custody
Crime Scene
Toxicology
microscopy
crime lab
Facility Design
Forensic Art
Trace Evidence Analysis
Forensic
Medical Examiner
Incident Response
Law Enforcement
Medical Examiner
pathology
Biometrics
Legal Process
DNA
Health and Safety
Expert Witness
Unit 1
Sensors
Firearms
Evidence
Sample Prep
Training
Crime Scene
Imaging
Crime Scene Mapping
Investigation
Chain Of Custody
Crime Scene
Toxicology
microscopy
crime lab
Facility Design
Forensic Art
Trace Evidence Analysis

Integrated Marketing to Drive Your Brands.

Collaborate. Innovate. Accelerate.

Forensic Magazine® is the authoritative voice in a wide ranging field of forensic disciplines covering a spectrum of related technologies, products, industry trends, and solutions.

Harness *Forensic Magazine* Subscriber Buying Power.

Marketers running complex, cross-channel, integrated marketing communication programs ultimately are looking for one thing – sales leads. Results from a recent reader survey portray a compelling reason to put your brands in front of the *Forensic Magazine* audience. 63% of subscribers plan to purchase forensic related equipment, products and services in the 2012 calendar year.

At *Forensic Magazine* our objective is to complement and reinforce the market impact of your brands using an integrated marketing approach which includes a wide spectrum of options. *Forensic Magazine* is at the focal point of electronic, print and social media outlets fueling the various ways that consumers want to receive the content.



Vicon Business Media, Inc.

The Integrated Media Mix. The marketing strategy for complex engineered products and services must meet three key objectives:

- Building the Brand
- Customer Education
- Lead Generation

Print display advertising remains the cornerstone of successful industrial marketing, and offers more value in today's media mix than ever before. Traditional print media delivers a perception of value and brand quality to a highly qualified audience. In fact, a strong recognizable brand is essential to capitalize on expansion into online electronic advertising. Buyers seek to purchase from advertisers that are a known commodity with long-term brand health and awareness. Print advertisements are more permanent and accessible than online advertisements, allowing brand messages to benefit from a longer lifecycle. In all likelihood it is difficult, or next to impossible, to run an exclusive online electronic advertising program if no one knows who you are.

Online promotional efforts are also a key component and translate into lead generation with measureable results. Consequently, you must achieve the optimal mix of traditional and online media including the leverage of multiple influential social marketing channels.

Expanding Your Media Mix with Forensic Magazines' New Offerings. As you consider the disbursement of the advertising spend, the optimal mix seemingly places the majority of the budget allocation into print advertising in order to build the brand, leaving some percentage of the marketing budget dedicated to online electronic advertising such as website advertising, e-Newsletters, Microsites and Buyer's Guide listings.

By utilizing an integrated marketing media approach, you can best attain the optimal advertising and marketing objectives—including increasing brand awareness and image, providing customer education and service, and generating quality leads.

Let *Forensic Magazine* sales representatives, help create an advertising package for you that incorporates all the key elements for multimedia advertising success. Put our expertise to work in creating the brand awareness and social marketing mix to reach your targeted audience.

Print advertising **6**

Website advertising **10**

Buyer's guide **8**

Daily newsletter **11**

Digital edition **9**

Lead generation **12**

Integrated Media Mix: Delivering Solutions to Meet Client Needs

| | Brand Building | Lead Generation | Education |
|------------------------|----------------|-----------------|-----------|
| Print Advertising | | | |
| Website Advertising | | | |
| Microsites | | | |
| Buyer's Guide Listings | | | |
| Webinars | | | |
| Custom Email | | | |
| Product Showcase | | | |
| e-Newsletters | | | |
| FM Connect | | | |

Did You Know?* Results from a recent survey showed that **85%** of respondents actively read the advertisements in *Forensics Magazine* **95%** rated *Forensics Magazine* advertising content as “valuable”.

Forensics Magazine Reader Engagement. *Forensic Magazine* survey data provides unique insight into engagement with the publication and multimedia mix.

99% of readers surveyed say *Forensics Magazine* is a useful resource for information.

70% of readers surveyed say that they have used information gained from *Forensics Magazine* in their workplace.

Years of focus have earned us a large and loyal audience of decision makers in this specialized market including law enforcement and security professionals, forensic lab managers, scientists, crime scene investigators, medical examiners, recorded evidence professionals, homeland security professionals and other industry professionals associated with the forensic field.

*Based on Publisher's own data August 2011

2012 print magazine Circulation

With circulation of 10,000, a total circulation of over 27,100 including pass-along, *Forensic Magazine* has engaged readership in the forensic community.

circulation by **Industry**

State/County/Local Agency **53%**

Private Company **17%**

University/College **14%**

Federal/International Agency **9%**

Consulting Firm **6%**

Other **1%**

circulation by **Job Function**

Forensic Lab Management/Forensic Scientist/Tech Specialist/
Toxicologist/Computer Forensic/ME or Coroner **52%**

CSI/Photographer/Latent Print Examiner/
Law Enforcement/Legal Professional **38%**

Arch/Faculty/Consultant/Purchasing **10%**

Editorial 2012 Calendar

Forensic Magazine provides news and technical information to forensic laboratory professionals. With timely articles and expert advice, we deliver accurate original content to the forensic industry. In every issue, *Forensic Magazine* provides your company with an opportunity to reach professionals who are responsible for buying, specifying, or recommending the products or services used in forensic facilities or out in the field.

| Issue Date | Press Release Deadline | Editorial Topics | Bonus Distribution* |
|-----------------------|------------------------|---|--|
| February/March | December 16, 2011 | Anthropology Crime Lab Equipment | • AAFS • PEAF • WCMEA • CAPE |
| April/May | February 15, 2012 | Microscopy DNA | • MAAFS • IHIA • NJAFS |
| June/July | April 16, 2012 | Impression Evidence Toxicology | • SOFT • Green Mtn DNA • IAI • NIJ |
| August/September | June 15, 2012 | Biometrics/Identification Crime Lab Design | • MAFS • ISHI/Promega • IACP • Evidence Conf. |
| October/November | August 14, 2012 | Crime Lab Equipment Photo/Video | • NEAFS • NEDIAI |
| 2013 Buyer's Guide | | | • Select Shows throughout the year |
| December/January 2013 | October 15, 2012 | Digital Forensics | • DOD Cybercrime Conference • ACSR |

*Bonus Distribution subject to change

Forensic Magazine® is also distributed at numerous division and regional IAI events

Expert Columns

DNA Connection: Follows the latest news and legal issues surrounding DNA collection and its use in court.

The Safety Guys: Talk about issues relating to environmental health and safety in forensic lab facilities.

Digital Forensic Insider: Looks at the evolving technology and role of digital forensics in law enforcement.

Most Wanted Answers to Facility Questions: Discusses facility design, build, and renovation.

Who Says You Can't Do That?: Covers crime scene investigation, tools, and techniques.

Product News

The editors of *Forensic Magazine* want to help promote your company and products for FREE.

Press Release Submission Guidelines

Please send your product, news, literature and event announcements electronically to:
editors@forensicmag.com

Text: Attach as a Microsoft Word file (.txt, .doc or .docx)

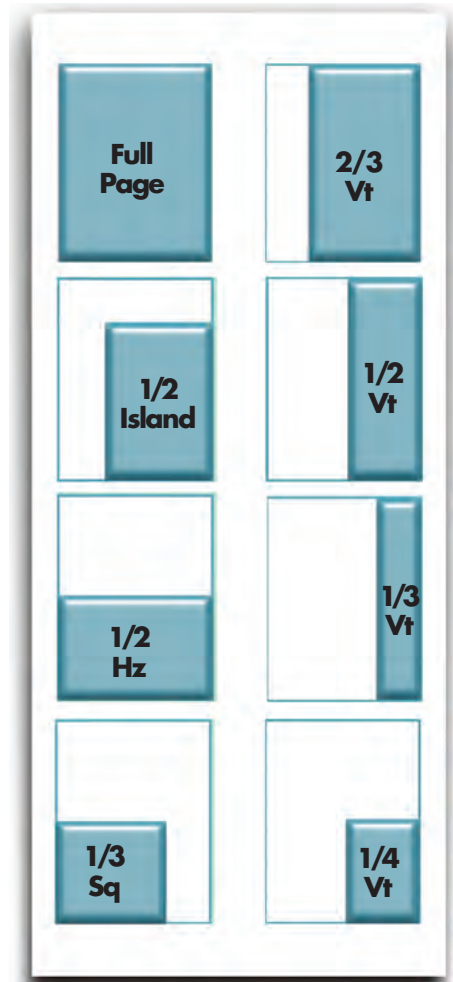
Images: Attach (.tif, .eps, or .jpg)

Press releases and article queries can be sent to
editors@forensicmag.com

Advertising Rates 2012

Reach the people who specify, influence, recommend or buy products and services.

| 4 ^{Color} | 1 ^x | 3 ^x | 6 ^x | 9 ^x | 12 ^x |
|----------------------------|----------------|----------------|----------------|----------------|-----------------|
| Full Page | \$4,840.00 | \$4,655.00 | \$4,380.00 | \$4,190.00 | \$4,030.00 |
| 2/3 Page Vertical | \$4,215.00 | \$4,045.00 | \$3,785.00 | \$3,640.00 | \$3,520.00 |
| 1/2 Page Island | \$3,975.00 | \$3,845.00 | \$3,560.00 | \$3,415.00 | \$3,275.00 |
| 1/2 Page Horizontal | \$3,640.00 | \$3,535.00 | \$3,315.00 | \$3,230.00 | \$3,110.00 |
| 1/2 Page Vertical | \$3,640.00 | \$3,535.00 | \$3,315.00 | \$3,230.00 | \$3,110.00 |
| 1/3 Page Square | \$3,140.00 | \$3,055.00 | \$2,915.00 | \$2,820.00 | \$2,750.00 |
| 1/3 Page Vertical | \$3,140.00 | \$3,055.00 | \$2,915.00 | \$2,820.00 | \$2,750.00 |
| 1/4 Page Vertical | \$2,565.00 | \$2,495.00 | \$2,405.00 | \$2,340.00 | \$2,275.00 |
| Black and White | | | | | |
| Full Page | \$3,415.00 | \$3,235.00 | \$2,960.00 | \$2,770.00 | \$2,610.00 |
| 2/3 Page Vertical | \$2,800.00 | \$2,625.00 | \$2,365.00 | \$2,230.00 | \$2,095.00 |
| 1/2 Page Island | \$2,660.00 | \$2,515.00 | \$2,245.00 | \$2,095.00 | \$1,945.00 |
| 1/2 Page Horizontal | \$2,335.00 | \$2,225.00 | \$1,990.00 | \$1,900.00 | \$1,770.00 |
| 1/2 Page Vertical | \$2,335.00 | \$2,225.00 | \$1,990.00 | \$1,900.00 | \$1,770.00 |
| 1/3 Page Square | \$1,725.00 | \$1,635.00 | \$1,490.00 | \$1,400.00 | \$1,335.00 |
| 1/3 Page Vertical | \$1,725.00 | \$1,635.00 | \$1,490.00 | \$1,400.80 | \$1,335.00 |
| 1/4 Page Vertical | \$1,140.00 | \$1,080.00 | \$985.00 | \$925.00 | \$865.00 |
| Premium Positions | | | | | |
| Cover 2 or Page 3 | | | \$5,490.00 | \$5,305.00 | \$5,150.00 |
| Cover 3 or Page 5 | | | \$5,490.00 | \$5,305.00 | \$5,150.00 |
| Cover 4 | | | \$5,765.00 | \$5,580.00 | \$5,420.00 |



Ad Close and Press Release Deadlines

2012 Print & Digital Issues

| Issues | Press Release Deadline | Ad Space Close | Materials Due |
|-----------------------|------------------------|--------------------|--------------------|
| February/March | December 16, 2011 | January 14, 2012 | January 17, 2012 |
| April/May | February 15, 2012 | March 15, 2012 | March 16, 2012 |
| June/July | April 16, 2012 | May 15, 2012 | May 16, 2012 |
| August/September | June 15, 2012 | July 16, 2012 | July 17, 2012 |
| October/November | August 14, 2012 | September 14, 2012 | September 17, 2012 |
| Buyer's Guide | | October 15, 2012 | October 18, 2012 |
| December/January 2013 | October 15, 2012 | November 15, 2011 | November 16, 2012 |



Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com

Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com

Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com

Advertising Specifications

| Space | Width | Depth | MMwxd |
|-----------------------------|--------|---------|------------------------|
| Full page (bleed) | 8 1/4" | 11" | (209.55 mm x 279.4 mm) |
| Full page (trim) | 8" | 10 3/4" | (203.2mmx273.05mm) |
| Full page (live image area) | 7" | 10" | (177.8mmx254mm) |
| 2/3 page | 4 1/2" | 9 3/4" | (114.3mmx247.65mm) |
| 1/2 page island | 4 1/2" | 7 3/8" | (114.3mmx187.325mm) |
| 1/2 page vertical | 3 3/8" | 9 3/4" | (85.725mmx247.65) |
| 1/2 page horizontal | 7" | 4 7/8" | (177.8mmx123.825mm) |
| 1/3 page vertical | 2 1/2" | 9 3/4" | (57.15mmx247.65mm) |
| 1/3 page square | 4 1/2" | 4 7/8" | (114.3mmx123.825mm) |
| 1/4 page square | 3 1/8" | 4 7/8" | (79.375mmx123.825mm) |

Artwork Submittal Requirements

Forensic Magazine is produced in QuarkXPress on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

Late Fee Advertising material received after material due date will be subject to a \$200 late charge.

Production Charges *Forensic Magazine* has complete production capabilities available including ad design, layout, and copy writing. Advertisers will be billed for production costs at prevailing rates. We prefer high resolution CMYK, PDF files; which ensures that you get your desired outcome in the printed piece. We cannot guarantee the color accuracy of RGB files. All fonts must be embedded in your PDF and Postscript files.

All Original Files submitted MUST include:

- Program name and version used
- All original graphic, logos, and/or scans. All continuous tone (photos) must be at least 300 dpi.
- All line art that is not vector, should be at least 1,000 dpi for smooth results.
- All fonts used in the document: i.e. printer and screen as well as embedded fonts. Exception(s): In Illustrator, fonts should be changed to outline and need not be submitted with the file.
- All color files should be converted to CMYK and for black & white ads - grayscale. We cannot guarantee the color accuracy of RGB files.

- We do not use PMS colors but will consider doing so for an additional charge – to be determined by quote from your sales representative.
- A color proof should accompany all ads. Vicon Business Media, Inc. will not be held responsible if a proof is not provided.
- FTP submission instructions are available upon request.

Here are some other timely suggestions:

- If at all possible, visit our printer's website (www.ovidbell.com) and go to their prepress page to download their ppd and instructions for creating postscript files for your Quark or InDesign program and also the Adobe Acrobat Distiller setting so that your PDFs are industry standard high resolution.
- Spot or PMS colors should not be used unless you plan to support the extra ink and plate charges.
- The use of System or True Type fonts should be avoided if possible.

Failure to provide any of the above will result in significant delays in the production process and many incur additional expense.

For more information or questions, please contact:
Alice Scofield, Ad Traffic Manager | ascosfield@forensicmag.com
 Phone: 603 672 9997 ext. 101 | Fax: 603 672 3028

Buyer's Guide

In Print and Online

The Ultimate Search Engine for Forensic Professionals
forensicmag.com/buyers-guide

The *Forensic Magazine* Buyer's Guide is the forensic industry's most comprehensive guide of resources, products, and information to equip today's forensic laboratories and crime scenes. In print and online, buyers can easily search for products and services by category, brand name, or company name and find information on options for purchase.



Forensic Online Buyer's Guide

The *Forensic Online Buyer's Guide* features **Premium Microsites** with top placement, a direct link for request for quote feature, and individual advertiser company profiles, logos, catalogs, videos, and more. Prospects can view and download your literature and contact you with any questions or request a quote right from your listing. All for \$2,100 a year.

Forensic Print Buyer's Guide

Put the industry's #1 issue to work for you.

A trusted resource all year long that features forensic industry services and equipment.

Ad closing: **October 15, 2012**



- Print advertisers receive product listings in bold with a "see our ad on page" prompt.
- Free yearlong featured vendor designation with online Buyer's Guide hotlink.
- Bonus circulation at major tradeshows.

Buy one Get one Logos

Purchase an online logo for **\$500** and get a FREE logo in the printed edition. Contact your salesperson today to purchase or manage your listing!



Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com

Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com

Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com

Digital Edition

At no extra charge, your print ad is featured in the *Forensic Magazine* Digital Edition. The *Forensic Magazine* Digital Edition is an exact replica of the printed magazine with powerful enhancements such as actionable URLs to all listings of email addresses and websites.

Digital Supplement Advertising & Rich Media Specifications

Print Quality High-Resolution PDFs Required for All Ads
Email addresses and URLs within the ad will automatically be linked.
Please indicate if any other graphic elements (photos, text, etc.) are to be linked and provide corresponding URL for each.

Belly Band Ads can be purchased separately and are a highly visible ad that appears each time a new Digital Edition is received. Ad Size - 400 X 274 pixels

Rich Media

Video: Shockwave Flash files (.swf) or Flash video files (.flv) are required. Files may be submitted in either of these formats (.swf preferred). Submitted video files and animated artwork cannot be edited or modified.

Audio: Shockwave Flash files (.swf) or .mp3 files required.

NOTE: All rich media files (video or audio) will play automatically on page open/view and run to completion (no start/stop buttons).

If you would like to add a URL link to your rich media file, you must submit a Flash (.fla) document – the editable “native file” used to create your rich media. If you have an action script in your flash file, it must be AS1 or AS2 (AS3 or AS3 files backsaved to AS2 are not accepted). There is a limit of one rich media item on any given page. However, you can have multiple links on the same page linking to YouTube or other videos residing on your server. 24 fps (frames per second) is acceptable for most video.

Total Data Rate: 400 kbps.

File Size Limit: .swf – 2MB; .flv – 15MB.

Maximum Video Size: 696 pixels x 522 pixels (4:3 aspect ratio).

Links to YouTube: Embed code needed – this provides the file information required to import the video. (PLEASE – no iFrame codes. Contact your representative for details.)

NOTE: *Vicon Business Media* is not responsible for videos pulled from YouTube.

Contact your Sales Representative for pricing information!



Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com

Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com

Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com



2012 Forensic Magazine Website Advertising

Deliver marketing messages to attract customers on web pages relevant to your prospects and industry.

98% of subscribers surveyed say the *Forensics Magazine* website is a useful resource for information.

With over **810,000** annual page views representing a 13% increase over last year, the **Forensicmag.com** site provides the most powerful advertising venue available online. Statistics recorded 253,000 annual visits, a 32% increase in average page views, a 57% increase in time on site and a 56% increase in new visitors. Put this superior traffic to work for you and contact us today.

- Expert editorial coverage and original content.
- Buyer's Guide Search Tool and Database
- Professional Tips

Association with industry specific content provides strong branding opportunities for forensic industry equipment, services and product brands. This association joined with high-volume forensic traffic with targeting opportunities to professional decision makers brings unique value to our loyal advertisers.

2012 Forensic Impression Pack

Impression Pack* includes

Product Focus Ad
300 X 250 Medium Rectangle Ad
Leaderboard Ad

2012 Rate:
\$75.00 per thousand with a minimum of 10,000 impressions



Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com
Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com
Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com

Advertise With Us! Outstanding quality and custom sponsorship opportunities make *Forensic Magazine* the right investment for your quality brand advertising.



Forensic Magazine

Daily Newsletter

Positions & Specifications

Leaderboard Banner:

1 position available
728 X 90 pixels

Weekly (5-day Rate):
\$2,000 (net)

Product Focus Sponsor:

1 position available
100 x 150 pixel graphic, headline
and maximum 75 words of copy
and URL for link

Weekly (5-day Rate):
\$1,800 (net)

Banner or Text:

6 available
300 X 60 pixel banner or
100 X 100 pixel graphic, headline
and maximum 25 words of copy
and URL for deep link

Weekly (5-day Rate):
\$1,400 (net) each



Boomblox Position:

2 available
250 X 250 pixels

Weekly (5-day Rate):
\$1,700 (net) each



Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com

Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com

Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com

Ask your representative
for information on
program discounts for
multiple week placements
or
print-newsletter
combination buys.

2012 Webinars

2012 Interactive Thought Leadership Webinar Series

The Key for High Quality
Lead Generation

3 -Tiered Webinar Pricing Pick-a-Plan

Level

1 Webinar Sponsorship - \$7,000

Your company logo and sponsorship will be noted in email promotion, in E-Newsletters and on our website. Your company will also receive logo exposure and recognition as a sponsor at the introduction and conclusion of the webinar presentation. Your company receives up to 250 leads from those who have registered for the webcast. These are people who have a specific interest in the topic and work in places that use, or can potentially use your products and services. An mp4 copy of the webcast will be provided to use on your own site.

Level

2 Webcast Sponsorship with Unlimited Leads

Your company receives all the benefits of sponsoring a webcast from Level One and also receives all of the leads from those who have registered for the webcast. A pre-recording of the webcast is available and optional. The recording of the webcast will be hosted for on-demand viewing for 3 months on the *Forensic Magazine* website.

Level

3 Webcast Sponsorship with Print Advertisement Promotion

Your company receives all the benefits from sponsoring a webcast from Levels One and Two as well as a full-page print advertisement promoting the webcast.

The *Forensic Magazine* editorial team will work with you to develop a topic and select a panel, including an industry expert that will tie in with your company and the informational needs of our readers. A member of our editorial team will act as a moderator for the webcast and will assist you in every step of the process.



Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com

Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com

Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com



2012 List Rental service

Deliver your targeted message with our responsive direct marketing lists comprised of subscribers from *Forensic Magazine*® including Forensic Lab Management, Forensic Science, Crime Scene Investigation, Forensic Technology, Forensic Specialties, and other forensic industry professions. *Forensic Magazine* subscribers are key decision makers who buy, specify, and recommend products and services*—making the addition of an email campaign or direct mail outreach the perfect complement to your direct marketing strategy. When you are looking for quality data that will produce responsive sales leads, consider *Forensic Magazine* postal and email mailing lists for your next direct marketing campaign.

Postal List Rentals

Description

Base Price:

Selection charges (i.e. job title, industry, geo)

Formatting and delivery to your mailhouse

Price

\$170/CPM Minimum order: 5,000 names

\$15/CPM

\$75 (Flat Rate)

Email List Rentals

At *Forensic Magazine*, we use only opt-in lists for several reasons. These lists are the most reliable and recent email addresses. But most importantly, opt-in lists contain people who have already expressed an interest in products and services similar to yours.

Description

Base Price:

Deployment

Selection charges (job title, industry, geo)

Copy set-up

Suppression

Additional services/fees may apply

Price

\$350/CPM Minimum order: 5,000 names

\$120/CPM

\$10-\$15/CPM

\$50

\$150

In House List Rentals

At *Forensic Magazine*, we offer in-house list rentals to our 3rd party names. Market to a list of Forensic professionals who have a specific interest in technologies, industry trends and solutions provided by a variety of industry vendors.

List Rental Rate:*

\$250/1000 for full list

\$275/1000 for half list

Forensic Magazine can also help you to put together your whole marketing campaign. Our copywriters and designers can create either a standard or HTML email that sells. Find out more about our comprehensive and scalable line of email marketing services including email list rental. Contact us right now by phone or by email. A minimum \$250 set-up charge applies to HTML creation services.

*HTML file, suppression list, and opt-out email addresses are required 10 days prior to deployment.



contact
us
today

Eric Basta, Sales Manager | 603 672 9997 ext.121 | ebasta@forensicmag.com

Patty Grogis, Sales Manager | 603 672 9997 ext.114 | pgrogis@forensicmag.com

Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com

viconrental@viconpublishing.com

Policies

Advertising Policies

Cancellations

No cancellations will be accepted after ad close date. Covers cannot be cancelled within six weeks of issue date. The Publisher reserves the right to charge for unused space or repeat the previous advertisement if acceptable material is not received by material due date. Ads cancelled after the space reservation deadline will be billed at 100%.

Frequency Discounts and Changes

Frequency discounts are available for advertisers wishing to place multiple advertisements. If the advertiser elects to increase their frequency during a contract period, a retroactive frequency discount will be given for all insertions that have been previously invoiced in the contract period. A credit memo will be issued and applied to invoices for the remaining insertions in the contract. No cash refunds will be given. To earn retroactive frequency discount rates, additional advertising must be inserted within one year of the first contracted advertisement. If the advertiser reduces the number of advertisements from the original contracted frequency, a short rate penalty will be charged.

Credit Terms and Conditions

All invoices are due and payable upon receipt. New customers are required to complete an application for credit and authorize Vicon Business Media, Inc. to contact bank and trade references provided. Prepayment may be required of new advertisers or agencies until credit approval is obtained. Vicon Business Media, Inc. will award a 15% discount to recognized agencies or advertisers providing ad materials per our production specifications (“Agency Discount” or “Camera Ready Discount”). This discount will be reversed if the invoice is not paid within agreed upon payment terms. Interest will be charged at 1.5% per month for any invoices not paid within 30 days. Collection costs, including attorneys’ and collection agency fees, will be charged to the advertiser of its agency. The advertiser and its agency will be held jointly and severally responsible for all monies due. In the event the advertiser or its agency do not respond to collection efforts, Vicon Business Media, Inc. will prepare and submit a form 1099C for any amounts that are written off as bad debt. Unpaid amounts will be reported to the IRS as “cancellation of debt” and are considered taxable income to the advertiser.

Publisher’s Policies

The advertiser and its advertising agency assume liability for advertising content. The advertiser and its advertising agency shall indemnify, defend, and hold harmless Vicon Business Media, Inc. from any responsibility or liability for claims arising from the printing or publishing of advertisements. Vicon Business Media, Inc. reserves the right to set and maintain standards for advertising and to reject or omit advertising that it deems not in keeping with those standards. Vicon Business Media, Inc. cannot be responsible for circumstances beyond its control, including Acts of God, strikes, or civil unrest. The publisher reserves the right to place the word “advertisement” with any ad which, in the publisher’s opinion, resembles editorial material. All advertising insertion orders and contracts are subject to approval of the publisher.

Contact Information

Editorial
Liz Vickers, Group Publisher
631 241 6161
liz.vickers@advantagemedia.com

Rebecca Waters, Editor-in-Chief
603 672 9997 ext. 105
rwaters@forensicmag.com

Art & Production
Joan Sullivan, VP, Art & Production
jsullivan@viconpublishing.com

Alice Scofield, Ad Traffic Manager
ascofield@forensicmag.com
603 672 9997 ext. 101

Advertising Sales

Eric Basta, Sales Manager
603 672 9997 ext. 121
ebasta@forensicmag.com

Patty Grogis, Sales Manager
603 672 9997 ext. 114
pgrogis@forensicmag.com

Sharon Coddington, Director of Marketing and Events
603 672 9997 ext. 107
scoddington@forensicmag.com

Reprints

Betsy White
bwhite@reprintoutsourc.com
717 394 7350

Executive Offices
Vicon Business Media, Inc.
a subsidiary of
Advantage Business Media, LLC

4 Limbo Lane
Amherst, New Hampshire 03031
Phone: 603 672 9997
Fax: 603 672 1796
www.viconpublishing.com

2012

MediaGuide

F^{ingerprint}rensic[®]

MAGAZINE